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Executive Director

Dear FCC Representatives:

The Hispanic Foundation of Silicon Valley is a public foundation whose purpose is to cultivate philanthropy to promote the practice of charitable giving and invest in solutions benefiting the Silicon Valley's Latino community. We have a long history of providing grants to nonprofit organizations that support our community's health and well-being, honoring community leaders who exemplify community service, and investing in the development of philanthropic and community leaders.

My organization had its start as the producer of a large event created to raise awareness about community issues and raise funds to address them. This event, the Hispanic Charity Ball, was founded in 1990 and continues to be an important vehicle for raising awareness and honoring role models in our community. We have long enjoyed a close partnership with our local KNTV/NBC11 television station. Members of the KNTV/NBC11 family have dedicated countless hours to working closely with us to promote the event, present awards and emcee the event, develop videos shown to our audience about individuals and nonprofit organizations doing good work in our community, create news segments highlighting our honorees, and much more. Since the purchase of Telemundo, we have been able to add the partnership and media outreach to this important segment of our community.

Two local community affairs programs have provided outstanding support to us and we, in turn, have promoted these important media outlets - KNTV/NBC11's Bay Area Vista and KNTV/NBC11's Comunidad del Valle. Representatives of the Hispanic Foundation of Silicon Valley have been guests on these programs several times to talk about our work and we always hear great feedback from viewers after these shows have aired. In addition, the public service announcements (PSAs) that run on behalf of our annual event have a clear and positive impact on its ongoing success.

We very much appreciate the local interest and partnership of KNTV/NBC11 and its dedicated workers. They clearly care about this community and we value and support this important voice in our region. Please feel free to contact me with any questions about our collaboration with KNTV/NBC11.

Sincerely,

Teresa Alvarado
Executive Director